

No Mystery:

How the cult of individualism and
it's colour palette brought down
voter turnout and re-elected the
Liberals in Ontario

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Open Policy

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Hardworking Ontario Families

- All three major parties never used the words "individual" or "single people" as a voter denominator in the 2011 campaign.
- They defined the voter denominator in terms of 'hardworking Ontario families'
- Single students, seniors, renters, and single people per se were not included in most of the messaging.

Hardworking individuals?

- The voter turnout for the Ontario election on October 6, 2011 was **49%**, an all time low.
- In contrast, the May 2, 2011 voter turnout for the federal election was **61%**
- The federal Conservative and NDP parties (**Stephen** and **Jack**) both campaigned using “we” and “our” that includes all voters, singles and family members. Only the Liberals addressed families exclusively with the “Family pack”.
- Look what happened to them!

Singles staying home?

- No polling firm appears to break down voter patterns between people who identify as single persons as opposed to family members
- But the proxies appear to point to very low participation of single people (e.g. Renters, the poor, and students.
- Do single individuals not vote if they are not “included” in campaign addresses?

The colour palette of Individualism

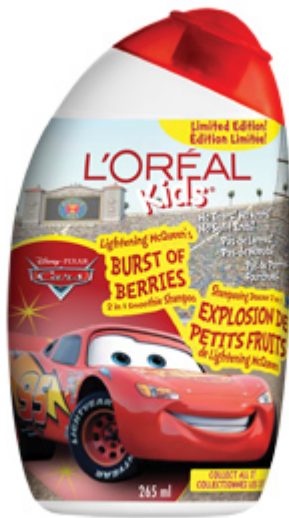
- Fast food has the dilemma of marketing ‘individual choice’ and nudging people to choose among extremely limited menu choices.
- Appearance products market individual value
- They have branded a number of colours as reflecting “happy, self-esteem driven, and informed choice”

The colour palette of Individualism

- Combinations of:
 - Red
 - Yellow/gold
 - Black
 - Brown
 - White
 - With a blue sky background

The colour palette of Individualism

Fast food and Appearance



The colour palette of Individualism

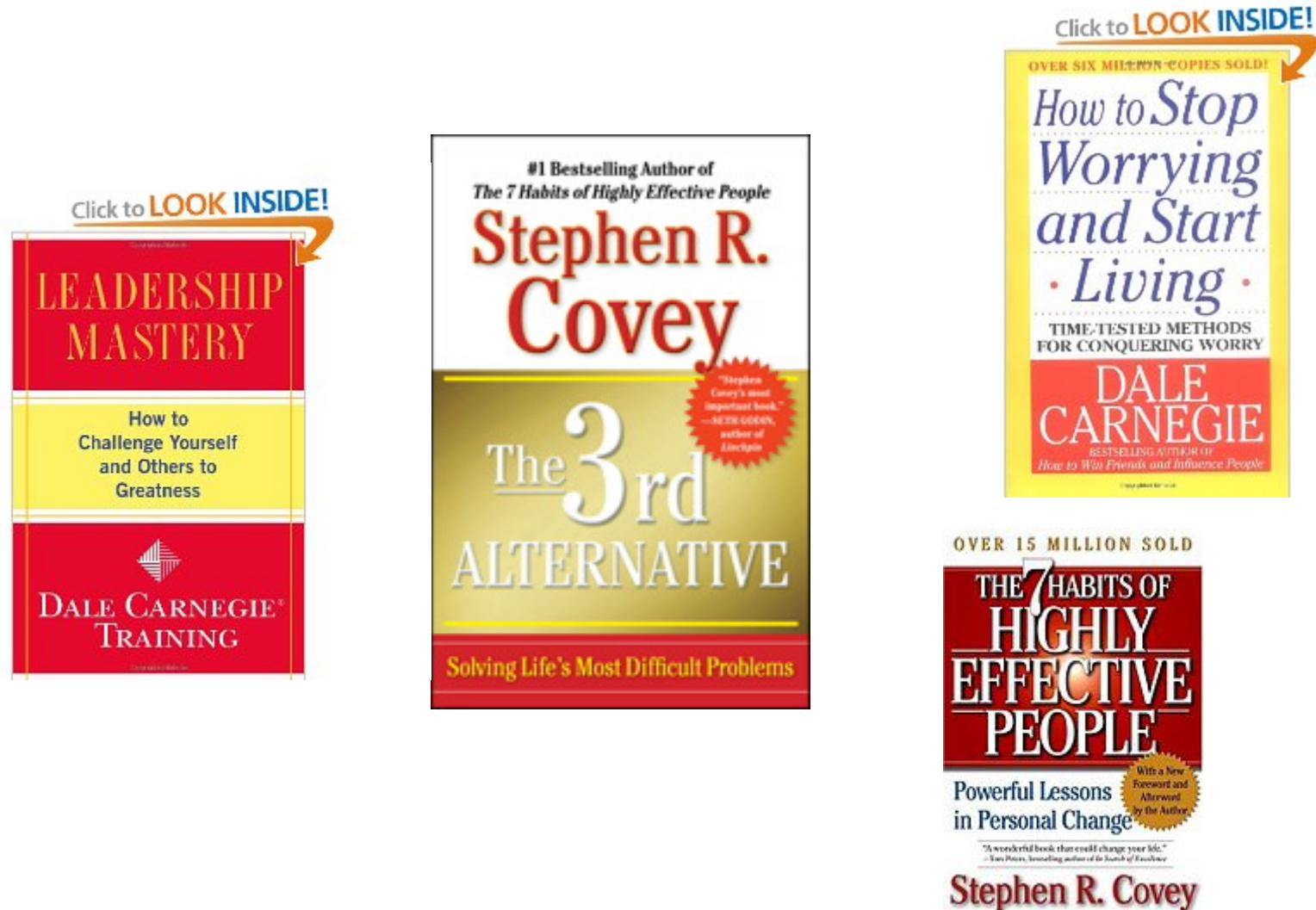
Fast food and Appearance

- ***The denominator is You and I:***
 - *I'm lovin' it,*
 - *You deserve a break,*
 - *You always got time,*
 - *You're worth it...*
 - I'm worth it!
- as opposed to Ontario politics that highly values **family life** (hard working families).

The Self-Improvement Industry

- The fast food ... Individual choice.... confident happy actor is **not lost** on the self improvement genre
- the self-improvement industry is based on individual (self-actualized) success (very different from the leader genre that uses an entirely different colour palette - lots of dark blues, mahogany and green).
- Let's look at their colour palette... familiar?

The Self-Improvement Industry



A closer Look at embedded messaging

- The cheesy song for the “*I’m lovin’ it*”
McDonald’s commercial

<http://www.marketingmag.ca/news/marketer-news/watch-this-mcdonald%E2%80%99s-makes-mornings-perkier-35547>

- Played in the background of individuals making choices and getting happy
- Notice that there are NO FAMILIES
- The song is the 1970’s classic: “*Build me up Buttercup*”

Build me up Buttercup

- What colour is a buttercup?
- What are the words?
- Why do you build me up (Build me up)
Buttercup baby just to
let me down (Let me down)
And mess me around ?
And then worst of all (Worst of all)
You never call baby
When you say you will (Say you will)
But I love you still
I need you (I need you)
More than anyone darlin'
You know that I have from the start

Build me up Buttercup

- So build **me** up (Build **me** up)
Buttercup
Don't break my heart
I'll be over at ten
You tell **me** time and again
But **you're** late
I wait around and then
I went to the door
I can't take any more
It's not **you**
You let **me** down again

Build me up Buttercup (Chorus)

- Baby Baby
Try to find a little time
And I'll make you happy
I'll be home
I'll be waiting beside the phone
Waiting for you.

Build me up Buttercup

- Why do **you** build **me** up....
To **you** I'm a toy
But **I** could be the boy
You adore
If **you'd** just let **me** know
Although **you're** untrue
I'm attracted to **you**
All the more
Why do **I** need **you** so Baby Baby.....

ooh ooh ooh
Why do **you** build me up?

The word count

- You: 22 instances
- I or I'll: 15 instances
- Me: 10 instances
- Total: 47
- Overall word count: 189
- Ratio: 1 in 4
- Class Challenge:
 - Find any song with a higher ratio!

The Verdict

- It's all about you, I, and me as individuals
- Finding our way
- Happy
- Making choices
- Doing as good or better than the next guy or gal
- ... but not about families and the politics of families

So what political brand defaults
closest to single individuals?



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Liberals have best 'single' default

- Red
- White
- Black
- Brown
- Light Blue
- Yellow
- + individual singles in main logo

No

Mystery!